

METHOD AND APPARATUS FOR TRANSMISSION,
RECEIPT, CACHING AND DISPLAY OF ONE-WAY
BROADCAST PROGRAMMING AND DATA

ABSTRACT OF THE DISCLOSURE

The present invention is a method and apparatus for transmitting, receiving, storing and displaying television program data. The method includes transmitting data including scheduled program data, program guide data, and cache program data. The method further includes receiving the transmitted data and storing the cache program data. Once a cache television program is selected, the cache program data corresponding to the selected cache television program is retrieved, and a display of the television program is generated for viewing.

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